

PHILIP MORRIS INCORPORATED
INTER-OFFICE CORRESPONDENCE
100 Park Avenue, New York, N.Y. 10017

To: · Distribution
From: · G. C. Adkins
Subject: · Barclay - FTC Inquiry

Date: March 18, 1982

Attached are copies of reports received by the Federal Trade Commission from its three outside consultants in this matter. As you will see, Drs. Bock, Guerin and Kozlowski have uniformly concluded that Barclay's tar delivery is not properly ranked by the FTC method as presently practiced.

The deadline for further input by the industry is April 5, after which we expect the FTC staff to recommend some course of action to the full Commission.

Please consult Alex or me before making any disclosure of these materials outside the Company.

gan

/amt
attachments

Distribution: Messrs. G. Weissman }
 R. R. Millhiser }
 C. H. Goldsmith)w/excerpts
 S. P. Pollack }
 J. J. Morgan }

 H. Cullman }
 W. W. McDowell)w/attachments
 F. E. Resnik }
 Dr. R. B. Seligman)

cc: Messrs. T. F. Ahrensfield
 A. Holtzman
 A. Krash

2028680941